

IEG

16

**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in July of 2026

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XRP Cryptocurrency + University of Kansas

Jersey Partner (All Sports) & Official Cryptocurrency
([Announcement Link](#))



SoFi + University of Notre Dame
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JPMorgan Chase + Ohio State University

Jersey Partner (All Sports) & Official Bank Sponsor
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Busey Bank + University of Illinois
Jersey Partner (All Sports) & Official Financial Services Partner
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SRM Concrete + Vanderbilt University

Jersey Partner (All Sports)

[*\(Announcement Link\)*](#)



Dude Wipes + Houston Dynamo

Back-of-Jersey Partner

[*\(Announcement Link\)*](#)



El Mexicano + LAFC

Back-of-Jersey Partner

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Dude Wipes + San Jose Earthquakes

Back-of-Jersey Partner

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Albert + Los Angeles Lakers

Jersey Partner

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JPMorgan Chase + Dallas Mavericks

Jersey Partner & Banking Partner

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Hyundai + Inter Miami CF

Official Mainstream Automotive Partner

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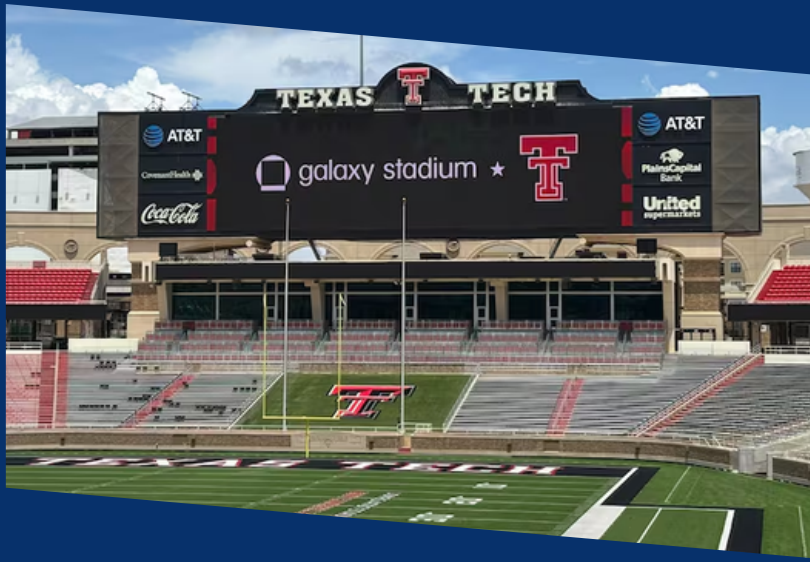


Pernod Ricard + NFL

Official Spirits Sponsor

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Galaxy Digital + Texas Tech University Stadium Entitlement

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ReliaQuest + Atlantic Coast Conference Official Cybersecurity Sponsor

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Monster Energy + Big 12 Football & Basketball Entitlement

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KeyBank + Cleveland WNBA Founding Partner

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ABOUT IEG

IEG equips both buyers and sellers of sponsorship with the tools and guidance needed to fully leverage the power of the channel. Our key services include:



**MARKETPLACE
INTELLIGENCE**



VALUATION



**STRATEGY
DEVELOPMENT**



**NEGOTIATION
SUPPORT**



**PERFORMANCE
MEASUREMENT**

If you're interested in learning more about how IEG can help your organization, contact us at info@sponsorship.com.